WEEKLY REVIEW

135½ Per Cent Gain

¶ Week Ending Sept. 4th Shows Largest Percentage of Increase in History of Company

Our percentage of increase since July 1st (10 weeks) has been greater than for any like period during the entire year.

This is positive evidence that we may reasonably expect a fine fall trade.

The Weekly Review

Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME TWO Thursday, Sept. 17, 1909 NUMBER THIRTY-NINE

SEPTEMBER STARTS OUR FALL CAMPAIGN SPLENDIDLY

September! Nature's greatest increase month! The great garnering time of the year! The season when the Harvester is in his merriest mood, and in the height of his prosperity! The time, too, when vacation days are ended —outings are over and everybody is back to office, store, factory and shop, fresh and more eager than ever to press forward in the battle of life. No hot weather; no strikes; no National politics; in fact all the general business and industrial conditions are cheering and encouraging for G.-B. progress, and G.-B. salesmen apparently are alive to the fact that after the dull, hot days of the Summer follows the garnering time as indicated by the splendid increase announced on the first page, an increase of 135½% over the corresponding week of last year. Not only this, but the increase is the largest shown for any week since our organization, the total sales exceeding those of any week since that ending May 1st, not omitting charter week.

These facts should be considered carefully by every G.-B. salesman. They mean that there is going to be a splendid Fall business. They mean that even though business may not have been what it should have been with you, that the opportunity is now before you to write a splendid business between now and convention time. Some of you, particularly the new men on the force, who are not fully aware of the wonderful progress made by the G.-B. Company, will say to yourselves that an increase of 135% over a week's business during the first year of our organization does not signify anything, and in this you are mistaken. The first year of the G.-B. Company in the field was a wonderful year. What better evidence could we set forth than, that in spite of the fact that the original factory the G.-B. Company erected and equipped, was expected to answer as a home for us for several years, was outgrown in one year. That it was necessary after our first year in the field to build additions to our factory, giving us three times the original floor space and a correspondingly added equipment.

Is it reasonable to suppose that the directors of the G.-B. Company would authorize such an enormous expenditure unless the showing made for the first year and the prospect of future business warranted it? The point that is of the most vital interest to you is, that the wonderful success of the G.-B. Company has been made possible by the sales force, and it is on the sales force that the future of the G.-B. Company depends. It has been a Herculean task to build up in so short a time such a sales force as represents us in the field. At the same time we must confess that we have not, as yet many men of the so called star class as such men cannot be developed in little more than a year. However, we are confident that we have many men on our force, who given time and experience in the field, with the G.-B. line back of them, in due course of time will stand second to none. In view of splendid increases made by many men over their sales for last year, we cannot help but feel that soon we will have a sales force equal to or better than any in the field.

We want every man on the force to put in hard work for the balance of the year. It is generally agreed that there are two Calendar users created to every man who stops using Calendars. Therefore, go after new business as well as old users. Don't be simply an order-taker—be a wide-awake, keen-eyed getter of new business. This September re-awakening should be a loud call to every G.-B. worker to immediately bestir himself. Get in line with the September Harvester and gather in your share of business that everywhere abounds.

WEEK ENDING, AUG. 4th

In last week's issue of the Review we predicted a 100% increase. We have gone better than that as you already know, and what is most gratifying is the fact that this splendid showing is made possible by concentrated work in the field, and not by the individual work of any one man. Of course, Mr. T. R. Gerlach landed the "juicy plum," amounting to nearly $1500.00 to which we have previously referred. While this order has been referred to previously it was booked during the week we are now reviewing, but aside from this one order, no spectular work occurred. As stated previously this is gratifying to the company, as it means that in order to show the splendid increase in the volume of business booked, that nearly every man in the field has been active.

There are a number of men who have made very good showings, for instance Mr. Cies wrote a total of 17 orders, and business every day. While there were no particularly large orders reported by him he has a very satisfactory total and he certainly put in a busy week as you can easily judge from his work. Monday he wrote four orders; Tuesday two orders; Wednesday two; Thursday three; Friday four orders and Saturday a single order. In addition to this he had one small order pass the countermand period which, however, was hardly required to make his showing for the week most creditable.

While the work of Mr. Cies was very good, we must not lose sight of the fact that Mr. H. B. McDonald shares the honors for the week, having written a total of sixteen orders. He also had a subject to countermand order pass the critical point, and as a matter of fact it is a standoff between these two men. Mr. McDonald likewise had a busy week, Monday he wrote a single order; Tuesday his efforts secured two orders; Wednesday he closed but one, however, he followed this up by reporting three orders for Thursday; five for Friday and three for Saturday. Mr. McDonald had no particularly large orders during the week, but when a man is writing sixteen or seventeen orders a week it does not require many large ones to make up a splendid total.

While Mr. Woodman did not write business with anywhere near the degree the regularity that either Mr. McDonald or Mr. Cies did, he was fortunate in closing one large order amounting close to $300.00, calling for "Virginia" in series M6, and was more fortunate in having a large subject to countermand order pass the critical point and credited to his sales for the week.

While Mr. Parks wrote business only on four days he had a total of eight orders, four of which were booked on Thursday and aggregate a total of $263.00. This is a good day's work, and is evidence of the fact that there is plenty of business around the country if a salesman is able to dig it out. One of Mr. Parks orders amounted to nearly $200.00. It calls for the new Kenyon series in 5x10 Cardboard Calendar and a lot of Plain Business Calendars. The buyer was an insurance man.

Mr. Meyer had a total of seven orders for the week. One bank order amounts to $130.00, and calls for some of the Kenyon series in DeLuxe mounts. Another good order he booked was from a dry goods company. This one likewise calls for the Kenyon Series in DeLuxe, and a few cardboard Calendars.

Those of you on the force who are acquainted with Mr. Lyn Coleman and know of the splendid work he has done for us in the far West will be glad to learn that he has recently returned from a trip to Europe, made necessary on account of personal business matters and is again in the field. His first week in the field was productive of ten orders and business every day. However, this is not unusual for Lyn as he is one of the steady producers on the force, and rarely fails to produce business when in the field. He was able to get into his territory on Monday, August 30th, and in every report he has made to date he has reported business. Laying aside the fact that the company needs the nice business that Mr. Coleman is capable of sending in, the editor from a selfish standpoint is glad to see him in the field, as he is a good producer and good producers figure in the pages of our Weekly. We feel quite confident he will be heard from with regularity from now on.

There are many others who have made satisfactory showings, and aside from the splendid order booked by Mr. Gerlach and those mentioned above we might add that Miss Harney booked a nice order amounting to about $140.00, calling for special three color mounts.

Mr. Ungerer sold a furniture company a bill amounting to something over $100.00, the subject selected being one of the Kenyon Ser-

ies in series M35, also a lot of 200 17x34 hangers. We note that a subject to countermand order booked by Mr. Shepard last June passes on the first of the month. This order was taken from a furniture company and calls for 650 Davis DeLuxe with embossed advertisement.

Mr. Bowles booked a couple of fair orders during the week. One was from a manufacturer of wire. It calls for 1,000 Plain Business Calendars. The other was from a coal company calling for 500 of the Kenyon subjects in Davis DeLuxe, and 500 of the same series in cardboard form.

Mr. Coleman sold a jeweler 200 7x11½ DeLuxe and 2,400 Palm Series Mailing Cards. Mr. Brooks landed a good order from a bank calling for 500 Special Calendars.

Mr. Cies secured an order from a General Store calling for 2,400 Fery Series Mailing Cards with mailing devices.

Mr. S. L. Smith sold a real estate and insurance company 500 cardboards, and a small lot of jumbo hangers. He also sold this same concern 1,200 Fery Series Mailing Cards. Mr. Shimmin sold a machinery and supply company 2,400 of the Kenyon Series Mailing Cards with envelopes. Mr. White landed an order from a carbon company calling for 12,000 Palm Series Blotters.

Days' Business.

Three salesmen report perfect weeks, *i. e.* Mr. Cies, Mr. Coleman and Mr. H. B. McDonald. Again the second list is rather unsatisfactory, Mr. Thompson being the only salesman who reports business every day but one during the week. There are, however, quite a few salesmen who report business for four days, but at the same time we cannot help but feel that there should be a larger number reporting perfect weeks, and we hope the time will come soon when the name of every man on the force will appear under this heading very often in the Review, if not in every issue, and when this time does come every man on the force will be a success.

You never can tell where business lies. Make it a point to get an order every day.

Number of Orders.

Mr. Cies leads the force under this heading with a total of 17 orders. Mr. H. B. McDonald presses him closely for the honor with a total of sixteen orders; Mr. Coleman follows with ten; Messrs. Fairbairn and Parks report eight orders for the week; Mr. Meyer stands alone in fifth place with seven orders; Messrs. Brooks, Carter, Bowles and Thompson each report six orders.

Use Greater Care in Writing Orders

It has been called to the writer's attention that of late a number of orders have been received from different salesmen, written up in such shape that it is impossible to put them in work, simply through the carelessness of salesman in making out the order. The orders are properly signed and apparently are good orders, but the salesmen have worded them in such a way that it is impossible to tell just what is wanted. Carelessness does not cause as much trouble in an instance where it is serious enough to prevent us from putting the order in work, as in such cases we take the matter up with salesman, and if necessary with customer. It is bad enough however, in such instances, as it means that salesman does not get his commissions before the order is straightened out. Furthermore it causes delay and in some cases where salesmen do not reply or straighten out matters, in due course of time it is necessary to write customer, and very often the orders never go through.

Such instances as outlined above are annoying enough, but more actual damage is caused by little errors that are not discovered possibly until the goods are delivered to customers, or until it is time for the customer to settle his bill, and then allowances or deductions have to be made. By this we mean slight errors, such as leaving off a telephone number or a street address, and other minor little details that do not interfere with putting an order in work, and which are overlooked by customers when signing the order. While it is true that legally we would not be responsible for an error of this sort, at the same time we don't want any but satisfied customers, and usually if a customer has any grievance of this sort and apparently is sincere and honest in the matter we do not hesitate to compromise. You would be surprised to know how many instances of this sort have been called to the attention of the writer during the months of December and January when most customers were settling their bills. Some of these slight mistakes may appear very trivial, as a matter of fact in many instances they were trivial. At the same time one dissatisfied customer can do a lot of harm while on the other hand a satisfied customer can do us a lot of good.

Be most careful in writing up an order. Read the advertising copy to customer after he has signed or before he signs the order. And another point, explain to customers that while you put the shipping date down as December 1st, the chances are that the House will ship the goods early; dating the bill December 1st and making it payable January 1st. Give as a reason for our doing this, the fact that it would be a physical impossibility for us to ship all orders in December, and accordingly the House makes a practice of shipping goods early except in cases where a customer has not storage room. Incidentally point out the fact that it is to his, the customer's advantage, as he has the privilege of discounting 1% per month for prepayment in the event of his paying the bill before maturity. If this matter is explained it will save us a lot of trouble. It is not at all unusual for us to receive letters from customers stating, "We are returning herewith your bill of lading and invoice, as the Calendars ordered from your Mr. ——— were not for shipment until December 1st." The customer overlooks the fact that we have dated the bill ahead and thinks that he is expected to take in the goods and pay for them. Usually a letter from us fully explaining matters is sufficient, but in some instances it causes trouble, which can all be eliminated if the matter is explained at the time the sale is made.

It is to the salesman's interest, as well as to the interest of the house, that you pay great attention to these little details, as you surely want to be able to sell a customer again the following year, and this you would have hard work doing if he is in any way dissatified.

Fan Orders Coming In

At the time this is dictated fan orders are beginning to arrive, and from the number of letters received from the boys in the field, we feel confident that we are going to do a nice fan business. Not only this, but the general impression is that the sale of fans is going to help the sales force materially from now on. Calendar orders are of course, not as plentiful as they were earlier in the year. By devoting a little attention to Blotters, Mailing Cards and Fans a salesman can do a very nice business.

The Fall and Winter months are the fan months, the bulk of the business being placed from September on, for delivery in February or March and later.

The writer happens to have on his desk a letter just received from Mr. McLaughlin, which was attached to an order for fans. He writes as follows:

"Fans received today, and am delighted with them. Am sure they will be a great help to me, as something to work on for the next three months. Sold my first order of them today.

McLAUGHLIN."

To those of you who are not familiar with the sale of fans we want to say that you will find an immense field if you will give them a little attention. Nearly every drug store and confectionery store operating soda fountains, are users of fans or will buy fans. As a matter of fact any concern engaged in any line of business which caters to ladies' trade can use fans to advantage. Drygoods houses are large buyers, and in larger cities, milliners, cloak dealers, ladies' tailoring establishments are good users. Breweries are large buyers of fans, sending a quantity to each of the dealers who handle their goods. We might enumerate many other lines of business in which fans can be used to splendid advantage. *Push them and you will find the results most satisfactory.*

Keep on Keeping on

The following little terse verse appeared on a post card mailed in by Mr. McCully and is certainly worth remembering:

"If the day looks kinder gloomy
An' your chances kinder slim,
If the situation's puzzlin'
An' the prospects awfull grim,
An perplexities keep pressin',
Till all hope is nearly gone,
Jes' bristle up an' grit yer teeth
An KEEP ON KEEPING ON!"

KENYON—DeLUXE

KENYON SUBJECTS IN DE LUXE STYLE WILL BE MADE UP WITH THE FOLLOWING BACKSHEETS:

RED	BLUE
Carnations	Violets
Tulips	Narcissus
Roses	Lilacs
Poppies	Geraniums
Autumn Leaves	Golden Rod
Chrysanthemums	Poinsetta

And salesmen will please sell them in accordance with the above. Changing the color of the background causes endless confussion in the factory.

Withdraw Leftover 1394, "Perils of the Chase," cardboard.

NEWS FROM THE FIELD

Beelman Says "Fan Samples Look Good to Me"

We have had something to say elsewhere as regards the fact that fan orders were coming in, and we had received a number of letters from the sale force on the subject. Here is what Mr. Beelman has to say:

"I received the samples of fans. I know nothing about the values of fans, but these certainly do look good to me, and I trust that I may be able to get my share of business with them.

C. M. BEELMAN."

Brooks Comments on K. H. Gerlach's Work With Him

We have published from time to time a number of letters received from the sales force as regards Mr. K. G. Gerlach's work, and are just in receipt of a letter from Mr. Brooks in which he writes in part as follows:

"It would be impossible for me to express how greatly I appreciate the assistance of Mr. K. H. Gerlach and the help he has been to me. I don't think there is another house in the country though, that would do as much as you have done for me. I'll say this, 'I'll stay with you as long as I live, if you want me, and I'll make you a good man too or I'll burst something trying.

J. B. BROOKS."

A Calendar Buyer Everywhere

Mr. Cies was riding on a coach on the "Miserable Pacific Railroad," as he calls it, the other day when the railroad company landed him in a town which he had tried hard to pass up. There was nothing for him to do but to go after some business. The result of his work was that he closed three orders amounting to $94.00. We can imagine that any man would do a lot of cussing when he was forced to work in a town that he had concluded to pass up, and we don't suppose that Mr. Cies was any exception to the general rule. At the same time he evidently believes in the sentiments expressed on a post card which he recently mailed to the writer and which was forwarded to him while in the East, reading something like this:

"I believe there is an order somewhere for any man, who will go after it."

By the way the writer did not receive the card until a few days before starting home. Mr. Cies writes as follows:

"This is a town I tried hard to pass up, but thanks to the 'Miserable Pacific' I didn't, and am glad of it now."

Parks Sees His Weak Points

Not long ago Mr. K. H. Gerlach spent a few days with Mr. Parks, who writes a very nice letter regarding their work together and we sincerely hope that the visit will work to the interests of Mr. Parks and the G.-B. Company. Mr. Parks writes as follows:

"I wish to express my thanks to the G.-B. Co. for giving me the opportunity of working with Mr. K. H. Gerlach. I feel that his visit will be of material assistance to me. I believe that if every G.-B. salesman was as sincere as Mr. K. H. Gerlach is, our sales would increase 50% or more.

We had three good days' work and I now can see where my weak points are. Shall try to develop to such an extent that I will eliminate all competition. Had we not have encountered the "Chigger family" we would have sent in more orders, but they stuck to us closely, in fact they were with us all the time.

Again thanking the G.-B. Co. and Mr. K. H. Gerlach, I remain.

W. G. PARKS."

PRACTICAL OR THEORETIC SELLING

The following article sent in by Mr. Carter and written by Mr. E. F. Fowler of the Burroughs Adding Machine Co., is well worth reading:

Salesmanship, so all articles read, is the Art or Science of selling goods. To my mind the word art should be eliminated.

Salesmanship is divided into two classes. Understand, when I make this statement. I am looking at the question from three sides —as teacher, sales-manager, and salesman. The two classes are, from my view-point, Prac-

tical Salesmanship and Theoretical Salesmanship.

Selling is teaching. To sell successfully you must be able to instruct; and to be able to instruct, you must have knowledge.

Granted one has knowledge, one must be able to so impart it, as to convince the prospect of the value, quality, or desirability, of his goods. If one is unable to do this, one cannot successfully sell. To the new man, about to start out on the road, the great question is, How shall I go about it? Sales-managers are not born; they are developed. Who ever heard of a born lawyer, minister or athlete? As the success of the lawyer, minister, or athlete, is only measured by study and work, so is the success of the salesman due to study or work he puts in. Many books are published, courses arranged, schools organized, for the development of salesmen; and thousands of dollars are spent by thousands of men in taking these courses in salesmanship. Information coming from these sources is good; that is to say, it does no harm, and anything that improves a man, even how little, does some good. This class of development is what I call Theoretical Salesmanship. It deals with the theoretical side of salesmanship, and not the practical side.

The trouble with this theoretical or book salesmanship is that it tells a man how to sell goods, but does not show him how. It's a good deal like telling a man how to eat a good dinner, or taking the same man out and giving him a dinner, and talking over the good things while we are eating them.

But let us get back to the original question: "How shall I go about it?"

This question has worried salesman and sales-managers ever since man commenced to buy and sell commodities, and will continue to worry them for all time to come. Anyone can sell a customer that which he wants to buy. That is not salesmanship. I want a cigar. I go in and lay down my dime, ask for my particular brand, and get it. I want a piece of wax, and I put my penny in a slot, push a button, and get it. That is not salesmanship. There is no science there.

The first requisite a man must possess, when starting out on the road, is a thorough knowledge of the line he is to sell. The better he knows his line of goods, and their application, the better equipped he is to do business. A salesman must also know himself. He may think he does, but does he?

I have met many salesmen who never "found themselves," who went at it hit or miss, trusting to luck and glib tongue, who after a time, found themselves out of position and wondered why they did not succeed. This type of man may succeed after a fashion, but unless he makes a constant study of himself, he will reach the end of his earning capacity ahead of time.

To any salesman who is making only an indifferent success, I recommend asking himself these three questions:

Is it the fault of my line?

Is it the fault of my territory?

Is the fault in me?

Nine times out of ten, yes, 999 out of 1000 the correct answers to the first two questions will be "No," and to the third, "Yes."

Study yourself, analyze yourself, point out to yourself your own weaknesses, blame yourself, scold yourself, say to yourself, "You must do different if you are going to stay in business." A man can conquer himself if he tries; but it's a hard job, and one that requires constant fighting.

Granted that a man has knowledge and ability, and has studied and conquered himself. There still remains that one question, "How shall I go about it?"

Experience is a great teacher, but experience many times charges so much for its services that it leaves a man bankrupt, bills unpaid, and looking for another position. Many and many a young man who could have developed into a first-class salesman has fallen out of the ranks simply because he was not started right. He did not know "how to go about it."

Practical Salesmanship, be it either wholesale or retail, on the road or back of the counter, has but three steps: The Approach, the Demonstration, and the Closing of the Sale.

Theoretical Salesmanship also has three steps: Secure Attention, Inspire Confidence, and Create Desire.

The same thing—only different.

The hardest thing for the average man to get accustomed to is the approach. The consummation of the sale commences when the salesman opens the door of the office or store of his prospect. It's all very well to tell the beginner that he must be neat, well dressed, and have a personal bearing that is pleasing. He must have more than this. He must be able to instantly adapt himself to conditions, and to judge from conditions.

How foolish to say, "Mr. Blank, I see you are busy, but I only want a moment of your time," etc. Of course, he is busy, and you have put the very excuse in his mind to use against you.

To the beginner I would recommend the Golden Rule, "Do unto others as you would have others do unto you." In other words, talk and act toward your customer the same as you would like to have a man talk and act to you if you were the buyer. Study a successful salesman, find out what it is that makes him popular and successful, and see if you cannot adopt some of his methods and ideas.

Recently, a salesman for a typewriter concern came into my office, hat on head, a smoking cigar in his hand, and opened up in this manner: "I want to sell you some typewriters." (We use four in our office). I said, "We do not need any more, as we are supplied." He replied: "You don't call that junk typewriters, do you?" Result: He was ordered out, and told to stay out.

When approaching a prospect for the first time, if it be in an office, bank, or store, I first ascertain whom I want to see; then, with hat in my hand, I go at it in this fashion:

"Mr. Blank, I am Mr. Fowler of the Burroughs Adding Machine Company," etc. I want him first to know my name, then my business. Even on second and third visits, I use the same words. A business man sees so many people during the course of the week that, while he remembers your face, he has possibly forgotten your name and business, and it makes things much easier for him; for if he does not remember you, he is wondering all the time who you are, and where he has seen you before.

A dignified and gentlemanly bearing means everything to the salesman. Get to the point at once. Don't beat around the bush and make excuses. You know your line and its application. You know its use will benefit the ones you are talking to, and, as the book says, awaken his interest. It's up to you to do that; and if you are equipped with the knowledge you should have, the battle is half won. Having stated your story, the next thing is to be prepared to answer objections. Of course, there will be objections. The prospect doesn't think as you do, and it is your duty to so make your arguments that he will think as you do.

Selling a man is convincing him or converting him, and each argument should be used toward that end. I often liken a sale to catching trout. You first have to know where and how to fish, and what is the best fly to use. You first try one, no results; then another cast, with another fly. When the day is bright you use one kind, when cloudy and rainy, another. Finally, there is a strike, and then comes the handling of the fish, and there is where the skill of the fisherman comes in. Be too hasty and you will lose him; pull too hard and away he goes; play him too long, and again you lose him.

Who can tell a man when it is time to strike? You might read one hundred books on fishing and still be unable to fill your string. Experience is the only teacher in fishing; and experience is the great teacher in selling.

Having made the approach and got permission to show your goods, leads us up to the second step—Demonstration. And here knowledge again plays an important part. As you know, so can you teach; as you know, so can you impart; as you know, so can you convince. And the second step is taken.

Now comes the third step. No man can tell you when the psychological moment arrives, and no man knows what argument convinces the prospect. That can only be learned by experience. It's a good plan, after closing a sale, to ask the prospect what induced him to place his order, and it is surprising sometimes to learn what little point impressed him. I always feel that the prospect is full of "No's," and each argument crowds out one, and takes its place. It's "no," "no," "no," in the prospect's mind. "I don't need it." "I can't use it." "I can't afford it." "I won't take it." "No," "no," "no."

Again, selling a prospect is sometimes like helping a man over a high fence. Each argument bosts him up still higher. Now he has his hands on the top and is tired.

Finally, he is almost over. And now for a final shove one last convincing argument, and over he goes! Don't shove him too hard, at first, and if he slides back to the ground, help him up, and commence boosting again.

Another thing: After you have closed a sale, get out. Do it in a gentlemanly fashion, but do not linger to talk it over. You are tired out, so must be your prospect; and many a sale has been countermanded by the salesman himself.

A salesman must be equipped with two requisites, at least: Honesty and Knowledge. With these two comes others. Honesty is the keystone of the arch. Honesty, not from a

dollar-and-cent standpoint, alone, but honesty of purpose; honest to yourself honest to your company, and honest to the customer. With knowledge comes ability. Industry, enthusiasm, and personality. These form the arch. Health is, of course, a requisite. No one cares to hire an unhealthy man, and few customers care to talk to an unhealthy man. If you are endowed with good health, for heaven's sake, keep it. Do not form habits that will tend to reduce your energy. As you feel, so feels your prospect. If you start out feeling "loggy" or "rotten," just so "rotten" will be your approach, and just so "rotten" will be your customer; at least, you will think so.

In closing let me add that one of the elements of success is good, hard, intelligent work. There is lots of room at the top, but the way up the ladder is crowded by man over whose shoulders you will have to climb; and after you do get to the top it is a continued fight to stay there. A man is judged by the present, not by past deeds.

Also, remember, the firm doesn't play any brass bands when they hire you, neither is there any sound of sweet music when they fire you. In other words, it's up to you, and you alone. Tell your hard luck stories to the fat policeman on the corner; tell us only the good things.

There Was Business There

There is such a thing as overloading one's business with too much system but there are more people who do their business in a haphazard way than those who err on the side of too much system. There are a good many salesmen, we are sorry to say, who use absolutely no system whatever but go after business in a hit or miss fashion and they tell us they cannot even furnish us a route card a week ahead because they do not know where they are going to be. No matter how good a salesman you are, you will not make a thorough success with such methods. Mr. S. L. Smith who has made such an excellent start, evidently has the right idea about building up his business. He says:

I am going to get this business down to a science in this territory, if possible. Since my return I have started to keep up with my business by using the card index system and see where it will be of great help. I know there is still a good bit of business here to be done and I am doing a good deal of missionary work for next year. I believe I have the best line and the best people to work for and as good a territory as anybody, and it ought to produce more business.

S. L. SMITH.

This kind of talk we like to hear. A man who is always whining about his line or his territory or his house never will make a success. Now do not get the idea that Mr. Smith had the choicest territory in the United States, for he hasn't. It is just a good average territory, no better than dozens of others, a territory in which another man fell down. We are mighty sure that Mr. Smith will not follow his example.

Births

Mr. McLaughlin has not been heard from quite so prominently recently as during the contest. The following may be therefore taken as explanatory:

Born, Saturday afternoon September 4th, an 8-pound boy. Will be in my field again in a few days and will stay until I finish what towns I have left.

McLAUGHLIN.